BTEC Assignment Brief

Qualification	Pearson International BTEC Level 3 Foundation Diploma in Marketing Pearson International BTEC Level 3 Diploma in Marketing Pearson International BTEC Level 3 International Extended Diploma in Marketing
Unit number and title	Unit 10: Customer Immersion Experiences
Learning aim(s)	**B:** Plan and deliver a customer experience to meet objectives **C:** Reflect on the success of the customer experience in meeting set objectives
Assignment title	Planning and delivering customer immersion experiences
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	Your manager has asked you to work with colleagues to plan and deliver a trial customer immersion experience for a product or service of your choice. You will need to take an active part in the planning and running of your customer immersion experience, gathering audience feedback to support conclusions.

Task	You will need to carry out comprehensive research into customer immersion experiences, taking into account previous experiential marketing events, competitors and target audiences. **Developing the customer experience plan** Using your research, you are required to create a comprehensive customer experience plan. This should include: • rationale and purpose • aims and objectives • logistical considerations • details of publicity, press, social media and partnerships • contingency planning • audience feedback methods • budget planning/forecasting • timescale planning. **During the customer experience** Create an individual vlog with supporting commentary to record how you contribute to the management of the customer immersion experience. This should include references to marketing skills demonstrated and how you have contributed to the collection of audience feedback. You will need to gather evidence of audience feedback and touchpoint data throughout your customer immersion experience.

	After the customer experience On completion of your customer immersion experience, you need to consider its overall success in line with audience feedback, delayed feedback or social media interactions. You should make judgements on the success of the overall experience and plan in line with the aims and objectives set. You will need to prepare an individual electronic report that evaluates the importance of the customer experience plan and immersion experiences in promoting a product or service effectively, with justified conclusions and judgements. This should include: • findings from audience feedback • evaluations of team and individual performance • justification as to the success of the plan and customer immersion experience in relation to aims/objectives, timescales, attendance levels and sales/share targets • justified suggestions for improvement.
Checklist of evidence required	A portfolio of evidence, including: • information on the selected product or service • an event plan detailing the customer immersion experiences chosen • an event budget • an event timescale • an individual journal covering your contributions and findings • audience feedback • accompanying evidence, such as photos of the event, observation records and/or witness statements. An individual electronic report evaluating how your plan and customer immersion experience have supported the effective promotion of a product or service, with suggestions for improvement.
Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
10/B.D2	Implement a comprehensive plan including well developed immersion experiences to effectively promote a selected product or service.
10/C.D3	Evaluate the importance of the detailed customer experience plan and immersion experiences in the effective promotion of a selected product or service, justifying suggestions for improvement.
10/B.M2	Produce a detailed plan including appropriate immersion experiences with detailed research, budgeting and timescales that will promote a selected product or service.
10/B.M3	Demonstrate effective management and marketing skills when running an experiential event and gathering audience feedback.
10/C.M4	Analyse the success of planning and use of immersion experiences in promoting a product or service effectively outlining relevant areas for improvement.

10/B.P3	Produce an outline plan including immersion experiences for an experiential marketing event that will promote a selected product or service.
10/B.P4	Produce a basic budget and timescale for an experiential marketing event.
10/B.P5	Demonstrate relevant management and marketing skills when running an experiential event and gathering audience feedback.
10/C.P6	Review the success of the customer experience in meeting aims and objectives.
Sources of information to support you with this Assignment	**Websites** www.eventmanagerblog.com/experiential-marketing-event-planners-guide www.ideastogo.com/articles-on-innovation/5-steps-for-success-in-consumer-immersion www.forbes.com/sites/sethporges/2016/06/09/the-6-secrets-to-creating-a-truly-immersive-experience/ https://venturebeat.com/2019/06/09/the-top-10-immersive-marketing-and-brand-experience-events/